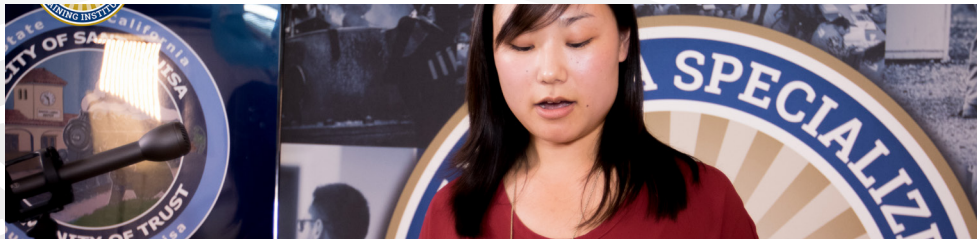


CALIFORNIA SPECIALIZED TRAINING INSTITUTE

Basic PIO and JIC/JIS (G290-291) - CA-004-PROT



Basic PIO and JIC/JIS (G290-291): This course is the first in a three part series of Public Information Officer Basic training. The course is designed for people who work with the media in times of crisis and day-to-day media relations. The program emphasizes the importance of developing a Public Information Officer (PIO) team, communications skills, leadership and working in a Joint Information Center using Joint Information Systems.

Participants engage in public speaking exercises and media interview sessions. Classroom and breakout sessions are information intensive and are designed to help participants apply principles and techniques taught in the discussions. Participants will work with representatives from the media and other agencies involved in crisis communications. The class includes certification in the FEMA Basic Public Information Officer Course (G290) and JIC/JIS (G291) courses.

Topics Discussed:

- Crisis Communication Skills
- Today's Media Environment
- Developing and Delivering Key Messages
- Interview Techniques
- Developing News Releases
- Developing an EPIO plan
- Social Media
- Conducting News Conferences
- Joint Informations Systems (JIS)
- Joint Information Centers (JIC)
- Legal Issues and the PIO
- Interview Labs
- PIO Team Exercises

NOTE: This course is eligible for the use of Homeland Security Grant Program SHSP, UASI, LETPP. Homeland Security Grant funds may cover the cost of registration, travel, lodging and per diem only.

Course Length: 32 hours

Course Code: G290-291

DHS-011-RESP - CA-Approval: CA-004-PROT

Please contact us for more information.

For the course schedule visit www.caloes.ca.gov/CSTI

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San Luis Obispo, CA 93405-7605

Find us online @ www.caloes.ca.gov/CSTI

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About CSTI

Under the reorganization of CalOES, CSTI has evolved into a statewide enterprise with responsibility for supporting training, exercises and education in a wide variety of public safety areas including but not limited to; emergency management, homeland security, hazardous materials, disaster recovery and crisis communications.

**For more information
regarding this or other
courses we offer, please call:**
(805)549-3535

Email us at:

CSTIinfo@caloes.ca.gov

Find us online by visiting:
www.caloes.ca.gov/CSTI

COURSE SCHEDULE

JOIN OUR MAIL LIST

WWW.CALOES.CA.GOV/CSTIUPDATES



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